

OUTLOOK

September 26, 1988

Dorfman and Magoon to Receive Chancellor's Medals

J. Robert Dorfman, Thomas M. Magoon and five outstanding associate staff members will be honored at the Fifth Annual Faculty and Associate Staff Convocation, Thursday, Oct. 6 at 3 p.m. in Memorial Chapel.

The campus's five Distinguished Scholar-Teachers for 1988-89 also will be recognized.

The convocation's major address will be delivered by Kathryn J. Mohrman, dean of Undergraduate Studies. Her topic will be "Enhancing the Undergraduate Experience at College Park."

A reception will follow on the Chapel lawn at 4:15 p.m.

Dorfman, dean of the College of Computer, Mathematical and Physical Sciences, and Magoon, recently retired director of the Counseling Center and professor of Education and Psychology, each will receive a Chancellor's Medal for their extraordinary contributions to the intellectual, social and cultural life of the campus. This is the first year two recipients will receive medals.

Dorfman received his doctorate in physics from Johns Hopkins University in 1961 and joined the UMCP faculty in 1964. He is distinguished internationally for his research in statistical physics and for significant



J. Robert Dorfman

advances in the kinetic theory of dense gases.

In 1966 Dorfman was named Distinguished Young Maryland Scientist by the Maryland Academy of Sciences. In 1985 he was selected as a Distinguished Scholar-Teacher at College Park. Previously, he served as director of the Institute for Physical Science and Technology, and as acting provost of the Division of Mathematical, Physical Sciences and Engineering.

He has been singled out by the



Thomas M. Magoon

Chancellor's Medal Advisory Committee for his role as chair of the Chancellor's Task Force on the Academic Achievement of Student-Athletes.

The committee's medal recommendation states that, "the sensitivity, competence and patience with which he (Dorfman) led the Task Force left a deeply positive impression on all those who followed their deliberations...Dorfman represented the best that the University of Maryland has to offer."

Thomas M. Magoon joined UMCP in 1955 after receiving his doctorate in psychology and educational psychology from the University of Minnesota in 1954. He is distinguished internationally for his pioneering work in counseling and development. He has authored or coauthored two books and more than 50 journal articles in these and related fields.

Magoon initiated the Counseling Center Data Bank in 1966 and developed one of the first self-directed treatment modes in career counseling.

He has been awarded the Outstanding Psychologist Award by the Maryland Psychological Association and the Professional Services Award of the American College Personnel Association. Magoon is a fellow of the American Psychological Association.

Magoon's College Park campus career, according to the medal committee's recommendation, "has made the University an immeasurably improved institution."

The Chancellor's Medal was established by John B. Slaughter in 1985 to honor members of the UMCP community for outstanding

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UMCP Latin Day Will Bring Out the Roman in Area High School Students

More than 1,000 state and area high school students will enjoy a day of togas, banners, wordplay and extremely old-fashioned electioneering during Latin Day at UMCP Thursday, Sept. 29.

High school Latin students and teachers from 30-35 schools in Maryland, northern Virginia and the District of Columbia will revive Roman culture through fun and educational activities, says organizer Judith Hallett, associate professor of classics at UMCP. Elections and politics in the ancient world is the theme for the day, and events will include a Roman-style presidential election between George Bush and Michael Dukakis.

Students will be encouraged to dress, talk and think like Roman citizens during activities. The idea is to help students visualize Roman life while drawing comparisons between Roman and modern American culture, Hallett says.

Events will include:

* A grand procession featuring banners made by students. The banners

will feature a Latin motto and a visual description of the theme of the motto.

* Word play contests. *Washington Post* columnist Bob Levey will sponsor a special Latin version of his popular neologism contest. In a license plate contest, students will use Latin symbols to create clever

messages for license plates.

* Political speechifying. This prominent feature of Roman culture will center on whether Rome should have banned astrologers. Student senators will argue the question, and real-life U.S. Sen. Paul Sarbanes will state his own, humorous view.

* A presidential election. Students will vote for Bush and Dukakis in two ways. First, they will state their preference in American-style in which each vote carries equal weight. Then they will choose a leader the Roman

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UMCP Alumnus Wins World Food Prize

Robert Chandler, Jr. deserves a prize. As the man who helped develop new varieties of rice to avert famine in a rapidly growing Asia, Chandler's research made sure that billions of people would not go hungry.

Chandler, who obtained his PhD in horticulture from UMCP in 1934, has received his award. He has been named winner of the 1988 World Food Prize.

The World Food Prize, sponsored by the General Foods Fund, Inc., recognizes outstanding contributors to improving the quality, quantity or availability of food in the world. Chandler is the second laureate and recipient of the \$200,000 annual award.

The "father" of the World Food Prize is Norman Borlaug, recipient of the 1970 Nobel Peace Prize for his work in plant genetics. He established the Prize in 1986 as the "Nobel Prize

in Agriculture."

Chandler will receive his cash award and a sculpture by Saul Bass at a ceremony at the Smithsonian Institution on October 4. He will be participating at a colloquium there on world food issues.

UMCP will honor Chandler on October 3 with a luncheon hosted by Acting President William Kirwan and a tour of Harrison Laboratory and

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UMCP to Host EDUCOM'88; Seeks Staff Aides

UMCP is the host university for EDUCOM'88, the annual conference on academic computing in higher education that this year will be held Oct. 25-28 in Washington, D.C. The conference theme is "Campaign for Excellence: Education, Government, Industry." It is expected to attract more than 2,000 educators, software developers, networking specialists and representatives from industry, government and foreign research laboratories. On Wed., Oct. 26, UMCP will host a series of campus tours highlighting the latest examples of the integration of computers and the educational process. Tours

will include a demonstration of the Boesendorfer 290SE computerized piano; integrated CAD/CAM facilities for teaching and research; the Systems Research Center, and campus communication services as well as a series of interactive video "armchair" tours. UMCP's EDUCOM staff is looking for tour bus guides, campus guides, information station workers and others (students, Golden ID program participants, and members of the Retired Volunteer Service Corps) interested in volunteering to help on Oct. 26. Call Gail Miller or Lida Larsen at 454-6030 if interested.

RESEARCH HIGHLIGHTS

Linguist Sees T.V. Commercials As Pure Form of Communication



Illustration by Chris Marlow

When linguist Linda Coleman watches television she turns the sound off during the programs and fires up the volume for the advertisements.

The associate professor of English observes the commercials closely and makes transcripts of those that catch her interest. In the hawking of bathroom tissue, barbecue sauce and the like, she finds a pure form of communication that reveals much about the use of language.

"I'm interested in how people use language to communicate," Coleman

says. "The best places to look are where language breaks down or where it works extremely well. Advertisements are a neat, tidy, condensed form of communication."

Her analysis of television commercials is outlined in her book, *Levels of Meaning: A Linguistic Analysis of Television Advertising*, that will be published in the next year by Cambridge Press.

Advertising as a form of communication is almost without ambiguities of purpose, Coleman says. Advertisements are intended for a mass audience, persuasive in intent,

limited by time or space and demand little audience involvement. The advertiser's audience knows in advance what the goal of the communication is.

Among the most common characteristics of advertising is the use of indirect messages that lead a viewer to draw certain inferences, Coleman says.

For instance, a coffee ad depicts a man complaining to his wife that her coffee doesn't taste as good as that of another woman. The wife whimpers that she and the other woman use the same coffee machine. It is left for the viewer to infer that the woman could turn her husband from his love of the other woman's coffee by switching to the advertiser's coffee.

"That's how we're used to picking up information," Coleman says. "We prefer indirect information; we trust it more."

Advertisements also strive to create a sense of familiarity with audiences, she says. Usually, this is done by suggesting that the advertiser somehow understands the person receiving the message. The coffee ad, for instance, empathizes with the insecurity a woman might feel in competing for a man's attention.

"One of the most persuasive ways of communicating is to get someone to like you," Coleman says.

Another common characteristic in advertising is using the unexpected to grab attention and stimulate interest, she says. A good example is the car ad in which a salesman hardsells a car while legends appear on the screen with phrases like, "he's lying."

Coleman has a collection of favorite advertisements on file that illustrate her points. However, the file is

almost unnecessary because the communication devices used by advertisers are almost universal.

"If you tape an hour's worth of commercials at random, you'll find all these things there," she says.

Coleman finds the language of advertising a fascinating subject, but it has made her viewing habits somewhat unpopular.

"When I'm watching television with friends, they try to keep the remote control away from me; they don't like having the sound turned off during the commercials," she says. ■

—Brian Busek

Clark Wins Underwater Oscar Award

Eugenie Clark, professor of zoology, recently received the Underwater Society of America's 1988 NOGI Award — the "underwater Oscar" in the diving community.

The award was presented to her on Sept. 24 at a reception to honor her at the Israeli Embassy.

Clark received the award, as she says "mainly for my recent work on deep sea shark studies from submersibles."

The NOGI is Clark's 21st award for her work in the fields of marine biology, conservation, and exploration.



Eugenie Clark

Other past recipients of the NOGI include Jacques Cousteau, Titanic project director Robert Ballard and actor/scuba diver Lloyd Bridges. ■

OUTLOOK

Outlook is the weekly faculty-staff newspaper serving the College Park campus community.

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Letters to the editor, story suggestions, campus information & calendar items are welcome. Please submit all material at least three weeks before the Monday of publication. Send it to Roz Hiebert, Editor Outlook, 2101 Turner Building, through campus mail or to The University of Maryland, College Park, MD 20742. Our telephone number is (301) 454-5335.



SRC Gets Semi-conductor Design System

The Systems Research Center has received a gift of software and hardware for use in semicustom chip design from Data I/O's FutureNet company, a worldwide leader of CAE software.

It is the first systematic semi-conductor design system on the UMCP campus. The FutureNet gift consists of more than \$40,000 worth of software and equipment, including FutureDesigner, the only logic synthesizer package in the industry, an 80-megabyte drive and a printer.

The software simplifies the design and manufacture of chips and allows the user quickly and easily to design, test, and prototype a gate array before the manufacturing stage. Used on an IBM PC AT, the system includes a 32-bit co-processor which gives powerful simulation and analysis capabilities.

The FutureNet concept uses a semi-custom design with pre-existing transistors, gates and devices within integrated circuits. Component counts can be reduced by as much as 50 percent and a chip can be produced in two to six months. Using traditional methods, it would take between one and three years to design and test a fully custom chip.

Semi-custom circuit design, offered by the FutureNet gift, has advantages over custom design. Assembly of semi-custom design chips becomes automatic and there are fewer opportunities for error than with custom-designed chips. Semi-custom design leads to lower assembly labor costs, better reliability at the test and customer sites, and as much as a 40 percent reduction in component costs. ■

CHPS to Sponsor Joint U.S.—U.S.S.R. Colloquium on Quantum Mechanics

The University of Maryland Committee on the History and Philosophy of Science (CHPS) will sponsor a joint U.S.—U.S.S.R. colloquium on Quantum Mechanics at the Tidewater Inn, Easton, Md., from Sept. 29 through Oct. 1. The colloquium is being co-sponsored by the U.S.—U.S.S.R. Commission on the Humanities and Social Sciences of the American Council of Learned Societies and the Academy of Sciences of the U.S.S.R., and administered by the International Research and Exchange Board (IREX), Princeton University.

CHPS director Jeffery Bub, and Y. Sachkov, of the Institute of Philosophy at the U.S.S.R. Academy of Sciences, are coor-

inating the colloquium. Ten U.S. and eight Soviet philosophers of physics will take part. A reciprocal conference will be held in the Soviet Union in the fall of 1989. Bub, who is also a professor of philosophy at UMCP, will be a visiting professor of philosophy at Princeton in the spring. In addition to UMCP's Bub, Allen Stairs, associate professor of philosophy, and David MacCallum, a PhD student in philosophy, will be among the ten colloquium participants from the U.S. Philosophers from Columbia, Stanford, Northwestern, U.C. Davis, Minnesota, Cornell and the University of Illinois, Chicago, will also take part along with eight Soviet philosophers.

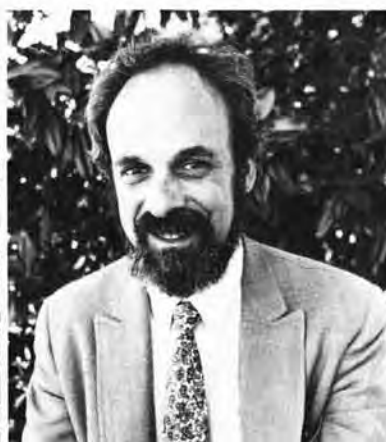
Seven to be Honored at Convocation



Theodore R. Allen



Sharon L. Fries



James D. Greenberg



Elwood H. Gross



William R. Scales

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service to the campus through their professional and personal commitments. The previous recipients are Paul Traver, UM Chorus founder and director and music professor, Donald Maley, professor emeritus and former chair of the Department of Industrial, Technological and Occupational Education, and Richard H. Jaquith, retired as Assistant Vice Chancellor for Academic Affairs.

Five associate staff members will also be recognized for their outstanding contributions to the campus. They are Theodore R. Allen, assistant director, Physical Plant for Maintenance and Engineering; Sharon L. Fries, assistant to the vice president for Student Affairs; James D. Greenberg, director, Office of Laboratory Experiences, College of Education; Elwood H. Gross, assistant director, Physical Plant for Custodial and General Services; and, William R. Scales, assistant director, Counseling Center and director, Disabled Student Services.

Theodore R. Allen began his UMCP career as a plumber's apprentice in 1960 and rose through the ranks to his current position where he supervises more than 300 employees, including all trades personnel, the Work Control Section, the Steam Plant and the Plant Engineering Section. He is noted by Physical Plant director J. Frank Brewer for his "historical perspective, his crisis management skills, his interest in the university and its employees... (Allen) is perhaps (the Physical Plant's) most respected and most emulated leader."

After having received her BS in family studies in 1981 from UMCP, and an MA from Ohio State University, Sharon L. Fries returned to UMCP in 1985 as administrative assistant in the Vice Chancellor's Office.

Fries is noted for her exceptional work on a number of campus committees and special assignments where she has earned respect as a thoughtful, candid and progressive individual.

James D. Greenberg has served in the College of Education for 17 years and is identified state-wide as an ambassador for the college and the campus to the school systems of

Maryland and the professional education organizations of the state.

As director of the Office of Laboratory Experiences, Greenberg places students in preservice teacher education assignments. He has been a state leader in developing staff and in-service training programs for future teachers.

Elwood H. Gross began his UMCP career as an auto mechanic's apprentice in 1961 and through continued initiative and training, earned his cur-

rent position as assistant director of Physical Plant for Custodial and General Services.

He is noted for his successful involvement in nearly every campus special event, including convocations, graduations, homecoming, athletic events, etc. He is currently involved in processes designed to change the Physical Plant from a primarily reactive and crisis-oriented organization into a proactive, consumer-oriented one.

William R. Scales has a 1970 doctorate degree in counseling and guidance from Indiana University. He has held his present UMCP positions since 1980.

Scales has had a profound impact on the services that the campus provides to disabled students. Because of his work, the Disabled Student Services Office has become one of the most respected in the country. ■

—Fariss Samarrai

Alumnus Will Speak on World Food Needs

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Holzappel Hall.

At 4:00 p.m. on that day, the entire campus is invited to a seminar that Chandler will present on "World Food Needs for Self-Sufficiency in the Third World" in Room 1323 of the Computer and Space Sciences Bldg. At that time, Chandler will be given a Governor's Citation from the State of Maryland.

"I am overwhelmed by the honor and am very pleased to receive such a prestigious award for my work as a scientist, educator and administrator," Chandler said when he learned of his selection.

In 1959, Chandler went to the Philippines and set up the International Rice Research Institute (IRRI) for the Rockefeller and Ford foundations. At that time, Asia, with her booming population, was awaiting a food disaster. If the production of rice did not increase by five million tons a year, Asia soon would not be able to feed herself.

Chandler and his team of researchers at IRRI worked feverishly on new rice varieties and growing techniques that might help farmers increase crop yields. In 1965, they developed the first new variety, IR8, a cross between a tall Indonesian variety and a smaller variety from Taiwan. The new rice plants doubled and even tripled traditional yields.

Since that time, IRRI has developed 27 more new varieties of rice, and for the moment, rice production in Asia continues to exceed the needs of the population.

Chandler left the Philippines in 1972 and moved to Taiwan where he became founding director of the Asian Vegetable Research and Development Center. The center has improved basic tropical food crops such as tomatoes, mung beans, soybeans and Chinese cabbage.

Chandler, now 81 and retired, was born in Columbus, Ohio, and raised on a farm in Maine, where he tended the family animals and crops. He received his bachelor's degree in horticulture from the University of Maine in 1929 and was Maine's state horticulturist from that time until 1931.

He taught at Cornell University from 1935 to 1947 and then moved on as dean of the College of Agriculture at the University of New Hampshire. Chandler served as president of that institution from 1950 to 1954.

Chandler and his wife live in Clermont, Florida, and Raymond, Maine. Even though he is retired, Chandler continues to further the cause of food production by consulting with agricultural research institutions around the world. ■

—Jan Barkley

Latin Day Features Classical "Election"

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way in which the votes of various classes of citizens carry different weight according to their social standing.

In addition to the day's activities, teachers from participating schools will receive a lesson plan for their use on politics and elections in the ancient world.

Latin Day is a UMCP tradition that has been dormant since the Reagan-Mondale election year of 1984. Latin Days were held at UMCP in 1981-84 with the help of federal and state grants.

When the grants ran out, the program was discontinued. This year, the UMCP Department of Classics decided to revive the program with funding from small registration fees for the students and schools involved and

private gifts.

"We're very, very pleased with the support we've received," Hallett says.

More than \$5,000 was raised from private sources including *The Washington Post*, The Classical Association of the Atlantic States, Don Beyer Volvo, the Italian Embassy, Fidia Pharmaceutical Corporation, the Office Furniture Mart, Dominion Bank, Yellow Transport and Bel-Jean Copy Center. Contest prizes are being donated by the Hair Cuttery, Maryland Book Exchange, the Bagel Place and Internations Travel Service. ■



Calendar

September 26 - October 5



"A Victorian Playground: The People, The Place and the Architecture of Cape May, New Jersey," an exhibit by the Goddard Photo Club, is open to the public in the School of Architecture Gallery through October 26.

26 MON

Applied Mathematics Lecture: "Competitive Dynamics in Connectionist Models," James Reggia, 3 p.m., Colloquium Room, 3206 Mathematics Building. Call x4362 for info.

Computer Science Lecture: "Parallel Numerical Methods for Ordinary Differential Equations," C.W. Gear, University of Illinois, 4 p.m., 0111 Classroom Building, corner of Stadium and Paint Branch drives. Call x4244 for info.

Horticulture Graduate Seminar: "Agricultural Education and Its Role in Food Crop Production in Kenya," David J. Symons, 4 p.m., 0128b Holzapfel Hall. Call x3614 for info.

Space Physics Seminar: "The Structuring of Magnetically Confined Plasma Extensions in Space and Laboratory Plasmas," Joseph D. Huba, Naval Research Laboratory, 4:30 p.m., 1113 Computer Science Building. Call x3501 for info.

Registration for Winter Lifeline Fitness Club, 8:30 a.m.-6 p.m., Reckord Armory Lobby. Call x3124 for info.

27 TUE

Zoology Seminar: "A Quantitative Genetic Analysis of Complex Phenotypes in *Drosophila*," David Townsend, Whitman Laboratory of Chicago, noon, 1208 Zoology-Psychology Building. Call x3202 for info.



Outstanding Women Faculty/Staff Awards Presentation and Reception for New Women Faculty/Staff, 3:30-5:30 p.m., presentation in room 1400, reception in Maryland Room, Marie Mount Hall. Call x6668 for info.

Field Hockey vs. Penn State, 3:30 p.m., Denton Fields. Call x2123 for info.

International Conflict Management Lecture: "Defense Policy and the Democratic Process," Jose Horacio Juanarena, Minister of Defense for Argentina, 4 p.m.,

0204 Architecture Building. Call x2506 for info.

Physics Colloquium: "The Physics Undergraduate in the 1990's," Jack Wilson, 4 p.m., 1410 Physics Building. Call x3501 for info.

Volleyball vs. Virginia, 7 p.m., Cole Field House. Call x2123 for info.

Feminism Lecture: "Feminist Literary Criticism: How Feminist? How Literary? How Critical?" by Susan S. Lanser, Georgetown University, 8 p.m., 2309 Art/Sociology Building. Call x3841 for info.

28 WED

Counseling Center Brown Bag Lecture: "Perpetual Mapping: An Alternative Approach to Environmental Assessment," Marie Sergent and William Sedlacek, noon, 0106 Shoemaker Building. Call x2931 for info.

Nuclear Theory Seminar: "Chiral Symmetry Breaking and Confinement in Gauge Theories," Carl Shakin, Brooklyn College, 2 p.m., 1126 Physics Building. Call x3501 for info.

Men's Soccer vs. UMBC, 3 p.m., North Fields. Call x2123 for info.

First Look Fair, a showcase of student organizations, services, academic departments and local merchants, 11 a.m.-4 p.m., McKeldin Mall. Call x5605 for info.

Astronomy Colloquium: "The Columbus Project," Eugene Capriotti, Ohio State University, 4 p.m., 1113 Computer Science Building. Call x3501 for info.

Architecture Lecture: Anthony Vidler, Princeton University, 7:30 p.m., Architecture Auditorium. Call x3427 for info.

29 THU

Condensed Matter Seminar: "Interference Phenomena and Aharonov-Bohm Effect in the Hopping Regime," Yonathon Shapir, University of Rochester, 11 a.m., 1304 Physics Building. Call x3501 for info.

Women's Soccer vs. Villanova, 4 p.m., Denton Fields. Call x2123 for info.

Volleyball vs. Howard, 7 p.m., Cole Field House. Call x2123 for info.

30 FRI

CLIS Alumni Day: "Library 2000: Creating the Future," will be the theme of the College of Library and Information Services 8th annual alumni day, 8:30 a.m.-5 p.m., 0109 Hornbake Library. Call x2590 for info.

Geography Brown Bag Lecture: "Transforming the Meaning of Space: A Study in the Education of Landscape Architects," Robert Scarfo, noon, 1179 LeFrak Hall. Call x2241 for info.

Mental Health Lunch 'N Learn Conference: "Acting Depressed: How the Movies Help Us See Depression," Donald Moss, 1 p.m., 3100 University Health Center. Call x4925 for info.

Harold and Maude, movie, midnight, tonight and tomorrow, Hoff Theater. Call x2594 for info.

1 SAT



Field Hockey vs. Temple, 1 p.m., Campus Astroturf Facility. Call x2123 for info.

Men's Soccer vs. Duke, 2 p.m., North Fields. Call x2123 for info.

Volleyball vs. Villanova, 2 p.m., Cole Field House. Call x2123 for info.

Women's Soccer vs. Duke, 4:30 p.m., Denton Fields. Call x2123 for info.

2 SUN

Volleyball vs. Rhode Island, 2 p.m., Cole Field House. Call x2123 for info.

3 MON

President's Commission on Women's Affairs Meeting, noon, 2105 Main Administration Building. Call x6668 for info.

Mathematics Colloquium: "Connecting the Dots: A Glimpse at the Theory of Interpolation of Functions," Douglas Arnold, 3 p.m., 3206 Mathematics Building. Call x2841 for info.

Special World Food Seminar: "World Food Needs for Self-Sufficiency in the Third World," Robert Chandler, 4 p.m., 2324 Computer and Space Science Bldg., reception to follow in room 2330. Call x3614 for info.

Computer Science Lecture: "Theory of Database Queries," Ashok K. Chandra, IBM, 4 p.m., 0111 Classroom Building. Call x4244 for info.

4 TUE

Employee Development Seminar: "An Overview of Financial and Business Services," Instructors: Samuel Lawrence, Ronald Jones, John Kruczek and Jim Randle, 8:45 a.m.-noon, Maryland Room, Marie Mount Hall, Registration Deadline: Sept. 28. Call x4811 for info.

Physics Colloquium: "Physics of the Free Electron Laser," Thomas Antonsen, 4 p.m., 1410 Physics Building. Call x3501 for info.

Volleyball vs. George Washington, 7 p.m., Cole Field House. Call x2123 for info.

5 WED

Counseling Center Brown Bag Lecture: "Testing Models of Women's Career Development," Ruth Fassinger, noon, 0106 Shoemaker Building. Call x2931 for info.



Women's Soccer vs. UMBC, 3 p.m., Denton Fields. Call x2123 for info.

Writers Here and Now Poetry Reading, Karen Fish and Garrett Kaoru Hongo will read from their works, 8 p.m., Katherine Anne Porter Room, Third Floor, McKeldin Library. Call x2511 for info.

* Admission charged for this event. All others are free.

COMING ATTRACTIONS

Homecoming 1988

Many exciting events have been planned for October 14 and 15, and now is the time to get in your reservation. All alumni are encouraged to attend the homecoming parade at 4:30 p.m., the Student and Alumni Picnic at 5:30 p.m. and the Pep Rally and Bonfire at 8:15 p.m. on Friday. On Saturday there is coffee and danish at 9 a.m., the Reunion Assembly at 9:30 a.m., the Homecoming Awards Luncheon at 11:30 a.m., and the Maryland vs. Wake Forest Football Game at 1:30 p.m. Reservations for Homecoming '88 are due no later than September 30. For reservation coupons and information call 454-2938.



OCTOBER 14 & 15
1988

Learn About Fellowships for Women

The American Association of University Women's Educational Foundation awards over \$1 million annually in American and international fellowships for graduate women. The College Park Maryland Branch of AAUW will hold a fellowship information session for graduate women and faculty on Friday, Sept. 30 from 1 to 2 p.m. in the Maryland Room, Marie Mount Hall. Now is the time to apply; the deadline for applications is November 15. For further info, call Matty Varban, x4981.

Arts and Leisure Mini Courses

Tone up with aerobics. Learn the art of ballroom dancing, ancient Tai Chi Chaun or guitar playing. Create a pottery vase, a watercolor painting or a rustic quilt. You can do all of this and more through the Arts and Leisure Mini Courses offered by the Student Union Programs Council and Art Center. Taught by experienced teachers, these non-credit courses meet once a week in the Stamp Union during the evenings. Classes begin at the end of September and fill up quickly, so register soon. Call 454-4987 for information.

ARTS AT MARYLAND

UMCP Audiences To See Japanese Theater From Different Perspectives

Theater lights burn bright in Japan, says Thomas Rimer, chair of the UMCP Department of Hebrew and East Asian Languages and Literatures.

From Tokyo to the provinces, millions of Japanese theatergoers fill playhouses each year seeking the latest creative insights of such contemporary writers as Shimizu Kunio.

Kunio and a handful of other writers comprise the top rank of Japanese theater, who work prolifically and regularly turn out new plays. Their work finds eager audiences throughout the country.

Yet while Japanese theatrical professionals and audiences are familiar with modern writers and trends in the Western theater, Japanese theater remains almost unknown in the West, Rimer says.

This fall at UMCP, audiences will receive a broad introduction to Japanese theater.

— The Art Gallery is currently exhibiting the work of Setsu Asakura, one of Japan's leading scene designers. The exhibit runs through Oct. 16.

— A day-long symposium on "Contemporary Japanese Theater and Set Design" will be held Saturday, Oct. 15, at UMCP. Experts will discuss the modern Japanese theater, explore problems in bringing it to the United States and examine techniques of Japanese theatrical design. The event is sponsored by the Department of Hebrew and East Asian Languages and Literatures.

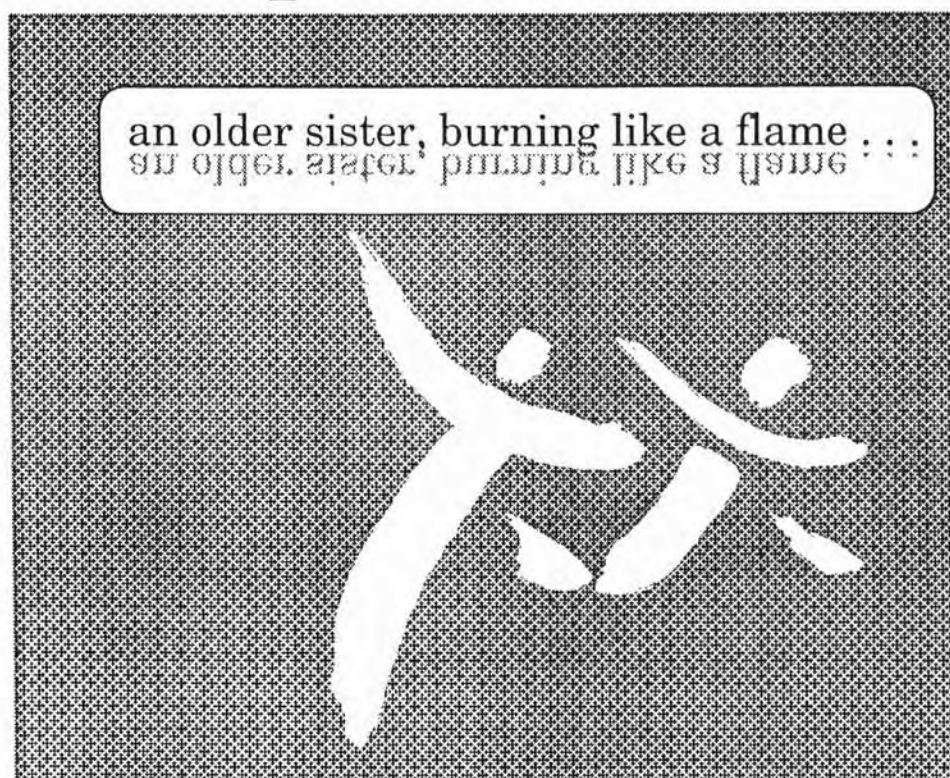
— University Theatre will present the American premiere of Shimizu Kunio's "An Older Sister Burning Like a Flame" at 8 p.m. Oct. 18-22 and 25-29 and 2 p.m. Oct. 23 and Oct. 30 in the Rudolph E. Pugliese Theatre. Rimer has done the English translation for the production, and Pauline Hahn of New York is the guest director.

Language is the great barrier to Western awareness of the Japanese theater, Rimer says. Thousands of Western works have been translated into Japanese and have had tremendous impact on Japanese ideas about the theater. But few Japanese works have been translated into English, and their influence in the West is negligible.

"There are probably no more than 20 or 25 Japanese plays that have been translated into English," Rimer says. "The translation is a tricky business. You read the play and see what the meanings of the different passages are, then you recast them into natural-sounding English."

Literary translations of the plays simply don't work.

"In the Japanese theater, the use of long, complex sentences is quite acceptable. In English, they would sound static, and so you must break



them up," Rimer says.

When Western audiences are exposed to Japanese theater, they find a vibrant blend of traditional and

modern styles, Rimer says.

The tradition of Japanese theater dates to the Middle Ages when actors worked within the Noh style. Noh is

a highly poetic and elegant style of theater which blends singing, dancing, mime, chanting and recital into works dealing with metaphysical themes. The actors wear masks.

In the late 17th century Kabuki emerged as the dominant theatrical form in Japan. Kabuki is a flamboyant style, featuring colorful costumes and exaggerated actio and tends to deal with religious and philosophical subjects, Rimer says.

Political subjects became part of Japanese theater in the 20th century, he says. At the turn of the century, Japanese artists were exposed to the work of Henrik Ibsen and other socially conscious playwrights in the West. The modern theater in Japan developed along Western lines.

Contemporary Japanese theater integrates the Western-influenced style with the older forms of Noh and Kabuki.

"In the 1950s and 1960s, Japanese playwrights began going back to the roots of their theater, to take advantage of the traditional styles," Rimer says. "They have adopted traditional techniques such as the use of dream figures, characters shifting in and out of reality, ghosts. It's quite adventurous." ■

Future Editor Likes Feel of Journal



When William Peterson takes over as editor of *The Papers of the Bibliographical Society of America* this winter, he will find a fringe benefit that a man of his interests can appreciate.

It has nothing to do with prestige, power, security or money. The professor of English at UMCP will receive a small pleasure, one pleasing to a knowing eye and sensitive touch.

In this age of computers and lasers, *The Papers of Bibliographical Society of America* is one of the few publications still printed on a letterpress using linotype.

When Peterson touches a page of the journal, he feels letters indented slightly from the impressions left by the press' hot lead casts. The letters and designs date from a time when all printing was done by hand.

For Peterson, an aficionado and scholar of fine printing, the prospect of editing such a publication is quite satisfying.

"It's a great pleasure to take over a journal with which such a premium is placed on printing," Peterson says. "I think it's pleasantly appropriate that the (bibliographical) society has decided to retain this style."

The journal, published since 1902, is printed by the Shagbark Press in

northern Maine on an Original Heidelberg Cylinder letterpress. The publication features scholarly articles on issues in the world of bibliographic work. As bibliographers do much more than compile bibliographies, the journal covers a variety of topics dealing with books.

"Bibliographers approach books as physical objects," Peterson says. "We examine how it's printed and constructed and how all this affects the text. We always work from the assumption that once a text is reprinted, something happens to it."

One of the central enterprises of bibliographers is finding and examining the many printed generations of a text to learn how the work had been abused in the copying process. Through this effort, the bibliographer attempts to reconstruct the text as it originally left the hand of the writer.

In looking at texts from distant centuries and decades, bibliographers must sort through the wreckage of unsystematic copy editing and unreliable mechanical processes. Peterson imagines future bibliographers will find themselves peering into computer files in an effort to learn how texts changed as they moved from one floppy disk to another.

Aside from sleuthing textual changes, bibliographers also study the

processes of printing. This is an area in which Peterson has done a great deal of work.

The 19th century Kelmscott Press in England has been a subject of keen interest for Peterson. In his *The Ideal Book*, Peterson gathered and presented the ideas of the press' operator, William Morris. His forthcoming, *History of the Kelmscott Press*, will be published in the next year by the Clarendon Press and University of California Press.

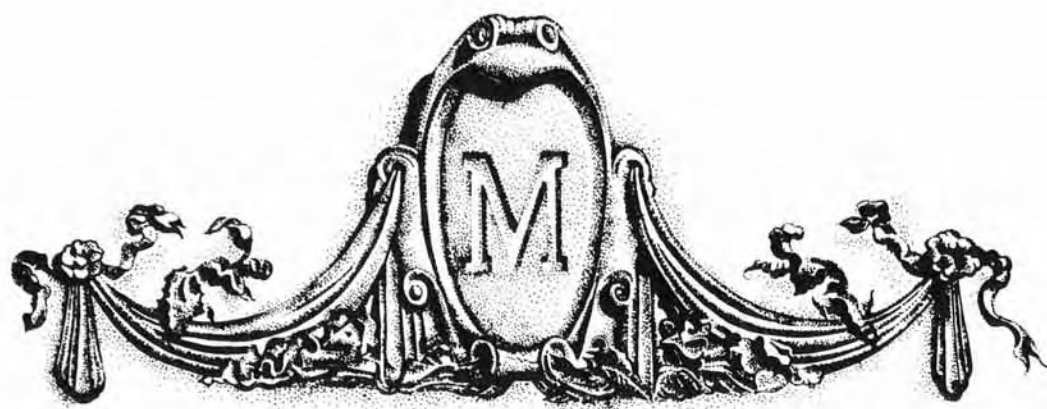
The Kelmscott Press developed in an era of intensive publishing. Printers placed little emphasis on the physical quality of books as they rushed texts into print.

"Morris helped bring about a revival in fine printing," Peterson says. "The Kelmscott Press had immense influence on commercial printing. Printers saw again that exceedingly beautiful books could be produced."

Beginning this winter, Peterson will work with the Shagbark Press and his colleagues in bibliography on a periodical that retains such standards as the journal continues to trace the history of books. ■

—Brian Busek





Campaign for College Park to Help UMCP Attain Excellence

In the 24 years that Don Piper has been a faculty member on the College Park campus, one thing is obvious, he says.

"This campus is on its way up. College Park has improved greatly since I arrived 24 years ago."

Piper, professor and director of graduate studies for government and politics, says that for UMCP to continue on this path, it will take the commitment of the faculty and staff.

In the next few days, full-time faculty, associate and classified staff will receive a letter from Piper asking them to show their commitment to UMCP through the "Campaign for College Park."

This is the second year of the campaign that encourages faculty and staff to support College Park through donations.

"This campaign is important because the State will never give the campus enough money to do all the quality work we want to do," Piper explains. "We have to raise the extra



money ourselves to continue building quality programs."

The letter that faculty and staff members soon will receive from Piper explains the campaign and how one may make a donation. Then, pledge and payroll deduction cards will be distributed to make it easy to give to the campaign. Employees also may pay their donation by check.

Contributors are encouraged to earmark their gifts to support a specific school, college, or program at College Park, says Melissa Gregory, associate director of development.

"We would like for people to give to programs where they feel the need is great, such as the child care center and scholarships."

Last year, campus employees gave more than \$100,000 to College Park through the campaign. Gregory says that this year, they hope to exceed that amount.

But as Piper points out, "a high percentage of participation is our primary goal rather than large gifts. We want each person to feel a part of the university and support our institution as he or she is able. Every donation is important, no matter the size."

Gregory says that the best kind of support for a university is support from its faculty and staff. Other top colleges and universities have con-

ducted faculty/staff giving campaigns for many years, and strong support from the faculty and staff greatly influences outside contributors.

"We would like for the 'Campaign for College Park' to become an honored tradition on this campus," she adds.

Piper himself is excited about the campaign and what the results might mean to College Park.

"Excellence is everywhere you turn at College Park. We have an excellent faculty and staff, and we are building a first-class institution. One of the characteristics of the faculty and staff at first-class institutions is that they are committed to their university."

"That is what the faculty and staff on this campus can demonstrate through the campaign — their commitment to College Park. I have no doubt that this faculty and staff will build the first-class institution we want. We can do it." ■

—Jan Barkley

Staff and Faculty Contributors to the 1987-88 Campaign for College Park

The following list is an update of the honor roll of faculty and staff donors to College Park in 1987-88, before the creation of the new University of Maryland System. The list reflects gifts made to the University from July 1, 1987 through June 30, 1988.

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Deborah A.W. Read
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Meriam Rosen
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Charles S. Rutherford
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Beth Averett
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Michael Nacht

This expanded list has been produced with the assistance of Development and Alumni Information Services in the System Office.

Human Relations Presents Appreciation Plaques

In July, Gladys Brown, Acting Director of the Office of Human Relations Programs, presented appreciation plaques to Edward Blackburn, Director of Environmental Safety; Dale Anderson, Director of Personnel Services; Charles Sturtz, Vice Chancellor for Academic Affairs; and Sylvia Stewart, Assistant to the Vice Chancellor for Academic Affairs. The plaques recognize outstanding support of the 1987-1988 "Human Relations Skills Development Workshop" series. The plaques were awarded to departments based on the percentage of employees who attended the sessions and the department's participation in all five workshop sessions.

COLLEGE PARK PEOPLE

David Kriebs Brings Magic to Tawes Theatre

David Kriebs believes in magic. In his job as technical director of UMCP's University Theatre Kriebs considers himself something of a conjuring man. If a scene designer wants a geodesic dome or floating sails to appear on stage, it's Kriebs' job to put it there.

"A technical director is a person who makes magic happen," Kriebs says. "I'm the one who takes a scene designer's ideas and turns them into a structural reality."

Accomplishing that task isn't a simple matter of finding a shop that sells geodesic domes and hauling one over to Tawes Theatre for the show. Tight budgets and specific design demands for sets and objects force Kriebs to build what appears on stage from scratch using cheap materials.

Devising a 28-foot tall geodesic dome on which 20 people could climb for a UMCP production of "Lysistrata" was one of his more memorable challenges. He studied literature about geodesic domes and designed an 18-foot high jungle gym set on a 10-foot platform that was built by student workers on the stage of Tawes to serve as the dome.

"That (building the dome) was rather interesting — may I never do it again," Kriebs says. "That's one nice thing about this job. You almost never have to do the same thing



IN THE SPOTLIGHT: David Kriebs

twice."

Theatrical design does not require that objects or sets be usable in real life — only that they look authentic from the first row of the audience. However, occasionally Kriebs and his student workers perform well enough that the line between illusion and

reality becomes unclear even off the stage. For last spring's production of "The Tempest," the scene shop built menacing models of AK-47 rifles.

"They're under lock and key now. We don't want any Seven-Elevens robbed with our phony AK-47 rifles," he says.

The magical quality of theater technical work is what first attracted Kriebs to the theater. While working on an undergraduate degree in engineering physics, he took a class on theatrical lighting.

"I found that when you mix red light and green light on stage you have amber light — 'this is magic,' I thought," he says.

He began spending more time working back stage at the university theater than he did in physics. By the time he finished the degree in engineering physics, the theater had become his true vocation, and he began pursuing a Master of Fine Arts degree at Yale University.

Kriebs came to UMCP in 1984, and he has kept life organized back stage at Tawes Theatre ever since.

In addition to directing the scene shop, Kriebs takes the lead in bringing order to the chaos of activities — costume work, rehearsals, lighting, props — that surround each theatrical production.

Each summer he writes a master schedule for the coming theater

season that sets tentative dates for five production meetings, costume rehearsals, technical rehearsals, and lighting hangs for each show. To schedule these meetings and rehearsals he must coordinate his ideas with the calendars of busy directors, lighting designers, costume designers, scene designers and stage managers.

"My life is scheduled to death," Kriebs says.

While Kriebs tells war stories from past shows — about "Cabaret" which required an eight-foot-by-twelve-foot platform that could hold a five-member orchestra and move at the same time, and about "The Tempest" which required huge sails that had to appear on stage "A.I.B.M." (as if by magic) — he takes greatest delight in the challenges ahead.

Even mid-summer when no scene plans had yet crossed his desk, Kriebs was familiar with the scripts for the coming season's eight shows and was already considering how to deal with likely problems like the mirror images of the Japanese play, "My Sister Burning Like a Flame," and the need for actors to appear on different floors of an apartment building in each act of "The Empire Builder."

"I don't like to look back at what has been accomplished, what's important to me is solving the next challenge," Kriebs says. ■

—Brian Busek

The CDC Staff — They Believe in the Personal Touch

The chief goal for most, if not all, UMCP students is to find gainful employment following their graduation. The campus offers many resources to students to help them make that goal a reality.

One of the best of those resources is the Career Development Center in Hornbake Library and the support staff that help it run smoothly and effectively.

Mac Saddoris, the Center's assistant director, calls them "wonder workers" "They get hollered at, get asked impossible things, and deal with an onslaught of people," he says. "That they elect to stay here says something about their work ethic. People would kill to get a staff like this."

The Center's director Linda Gast agrees. "As a unit whose mission is to deal with students and the public, the support staff are the ones who must meet that public the first time," she says. "They are critical to the operation since they create the first impression with students, employers, and parents."

"They really are the first line in our public relations and they do a fine job. On a campus where there sometimes appears to be a lack of

personal attention, the Center's support staff are providing it."

One veteran of the support staff is **Karen Goodwin**, the Center's Credentials Secretary.

Goodwin has worked in the CDC for the last nine years and has developed the unique ability to recall virtually 99 percent of the total number of students who have established a credential file with the CDC. The files support application for employment and graduate or professional school programs. Hers is a high visibility, high traffic, high pressure job. But Goodwin invariably performs it with good humor no matter what the issue, how close the deadline, or how angry or upset the students at the counter might be.

"Her sincerity is genuine and her smile a bright ray to lots of lost students," says Gloria Hickey, who worked with her for the last seven years. "Karen is always pleasant and smiling. She's a little touch of home and Mom to a lot of individuals."

"I love it, the daily contact with students," Goodwin says of her job. "I'm excited and thrilled when students come in. I try to remember them by name, not just by number."

And that's important on a big campus like this. They call and let me know what they are doing; some refer to me as a 'second mom.'"

Goodwin, a Silver Spring resident, is the mother of three daughters and two sons. Daughter **Lisa** graduated from UMCP last May with a degree in criminology and is planning to attend law school. An avid softball enthusiast, Goodwin, whose nickname is "Spike," plays with the Montgomery County Co-Rec Co-ed Division. This season, she says, she kept score since she was recovering from double back surgery in March. She also likes music and sings in the University Baptist Church and for weddings.

Although she has only been with the CDC for six months, **Leila Green**, a receptionist and secretary, has been with UMCP for nine years and worked for the office of registrations before moving to Hornbake. The Temple Hills resident is responsible for dealing with both telephone inquiries and walk-in counseling requests.

Denise Howard, who makes her home in Rockville, is another newcomer to the office. She is the acting scheduling coordinator for On-

Campus Recruiting, one of several CDC programs. She came to UMCP in January from a similar job at Virginia's Old Dominion University.

On-Campus Recruiting receptionist **Nancygail Katzin** has been with the Center since May. The Laurel native attends classes at night at UMCP and is a senior family and community development major who expects to graduate next year.

Rosemary Ferrara, has worked in the University System for 11 years, 6 years in the Office of University Relations at UMUC. She is secretary to Becky Weir, who directs the On-Campus Recruiting program and is CDC assistant director. Ferrara's daughter **Terri** also works on campus as a secretary with the Dept. of Poultry Science.

Acting administrative secretary **Ken Day**, is a TERP service worker who has been with the CDC for the past year.

Linda Cook works as a secretary a half-day, five days a week.

"All of them," says CDC director Gast, "are people who do care, who reach out and who are willing to go the extra mile." ■

—Tom Ottwell



The Maryland Marching Band played for about 3,500 attendees at the second New Student Celebration Sept. 7 on McKeldin Mall. The program, organized by the Stamp Student Union, is designed to bring faculty and new students together at the opening of the academic year. The Marching Band is now gearing up for Homecoming Weekend, Oct. 15-16.

Recent UMCP Grads Say They'd Do It Again

Nearly 70 percent of those students who earned bachelor's degrees from UMCP between August 1985 and July 1986 say that if they were to do it over, they would attend the College Park Campus for their undergraduate education.

More than half (56 percent) of the recent graduates who responded to a survey by the former Maryland State Board for Higher Education (SBHE) indicated that they would major in the same undergraduate field again.

The SBHE survey, mailed to graduates of UMCP and of other Maryland universities and colleges, focused on respondents' evaluations of their educational experiences, plans for further education, employment status, and teacher certification status.

It was the seventh consecutive year that a survey of recent graduates has been conducted by SHBE.

Although there were 5,451 UMCP degree recipients in 1985-86, only 5,243 addresses were available. Of those, 2,301 responded to the survey.

The results of the survey were analyzed by the UMCP Office of Institutional Studies.

Among the highlights of the survey results are the following:

- 81 percent of the respondents planned to earn a higher degree or a graduate certificate.
- 32 percent had re-enrolled in postsecondary institutions.
- 70 percent who had re-enrolled rated their preparation for graduate or

professional study as good or excellent.

— 80 percent were employed full time and 10 percent were employed part time.

— The median annual salary range for full-time employees was \$21,000 to \$23,999. The median range was lower for women (\$18,000 to \$20,999) than for men (\$24,000 to \$26,000).

— 57 percent of full-time employed respondents rated their job preparation as good or excellent.

— 12 percent were certified to teach or qualified for certification, and,

— 90 percent rated their satisfaction with the library as good or

excellent.

The survey found that the largest percentage of respondents employed full time worked as engineers or architects (15 percent). Twelve percent of the respondents working full time were in each of two categories — accountants, financial analysts, bankers and brokers, and other professionals.

Half of the respondents reported that their current jobs were considered directly related to their undergraduate major. More women reported a higher proportion of jobs that were unrelated to their major than men did, and among racial or ethnic groups, blacks and Hispanics had the highest proportion of jobs (31 percent) unrelated to their majors. ■

—Tom Otwell

Historians Look to the Right in Lecture Series

The rise of right wing political movements in Western nations has been among the most important historical forces of the 20th century.

From the emergence of fascist dictatorships in Europe and Asia before World War II to today's foreign policy dilemma over U.S. support of right wing governments in the Third World, the politics of the Right have played a central role in world affairs.

The Right both in the United States and abroad will be examined from a variety of perspectives this year at UMCP through a Department of History-sponsored lecture-seminar

series, "The Right in the Twentieth Century."

Peter Winn, a professor at Tufts University, will open the series with a lecture on "The Right in Latin America in the Twentieth Century" at 3:30 p.m. Thurs., Sept. 29, in Room 0102 Francis Scott Key Hall. Winn has recently completed a book on the Allende and Pinochet governments in Chile.

Michael Kater, a professor at York University, will present the other fall semester lecture at 3:30 p.m. Thurs., Dec. 1, in Room 0102 Francis Scott

Key Hall on "The Right in Germany: Social Class and Political Power, The German People and National Socialism." His lecture will focus on the rise of right wing groups during the Weimar Republic.

In the spring semester three lectures will be held.

A reception at the Rossborough Inn will follow each event. For more information call 454-3783. ■

Arts and Humanities Hosts Alumni Reception in Los Angeles

The College of Arts and Humanities and Acting President William E. Kirwan hosted an alumni reception this summer at the Los Angeles Natural History Museum.

The reception, attended by more than 200 alumni and friends, was held in conjunction with the exhibit, "King Herod's Dream: Caesarea on the Sea," organized by the UM Center for Archaeology and the Smithsonian Institution Traveling Exhibition Service. Associate Professor of History Kenneth D. Holum, principal curator of the exhibit, presented a tour of "King Herod's Dream" as part of the event.

Waldo Burnside, 1949 alumnus, current chairman of the UM President's Club and president of Carter Hawley Hale Stores, Inc. in Los Angeles, was pleased the university hosted an activity in southern California and that the Maryland alumni in the Los Angeles area had responded enthusiastically.

The southern California alumni are forming a chapter, and another California reception is being planned for next year by the Office of Alumni Programs.



William E. Kirwan, R. Jay Dorfman, Waldo Burnside, Kenneth D. Holum and Robert W. Rausch attended the recent alumni reception in Los Angeles.

The "King Herod's Dream" exhibit will travel next to the Denver Museum of Natural History for the second stop on a five city tour. ■

—Debbie Read

Sigma Chi Chapter Wins Award

The Sigma Chi Fraternity of UMCP received a public relations citation from the international fraternity at its 41st annual Leadership Training Workshop held August 11 to 14 at Northern Illinois University in DeKalb, Ill.

Public relations citations are awarded by the fraternity to undergraduate chapters that show exceptional efforts in maintaining a good reputation and providing service to their communities. Thirty-one chapters were given this honor for the 1987-88 academic year.

The Sigma Chi workshop is a four-day program that, this year, attracted more than 1,300 student and Sigma Chi alumni leaders from 207 campus chapters in 43 states and four Canadian provinces.

Omicron Delta Kappa Seeks Leaders

Omicron Delta Kappa, a society to recognize leadership, is looking for leaders to honor.

ODK brings junior, senior and graduate students together with UMCP's most outstanding faculty members, to recognize campus leaders and to encourage other students to achieve success.

ODK is seeking accomplished leaders in five areas of campus community life: scholarship; social, service, religious activities and student government; athletics; journalism, speech and the mass media; and creative and performing arts.

In 60 years, ODK has tapped such leaders as Sen. Joe Tydings and Rep. Steny Hoyer. Honorary members have included President Franklin D. Roosevelt, WJLA-TV News Anchor Renee Poussaint and syndicated columnist Colman McCarthy.

Applications for candidates can be picked up in the Office of the Vice President for Student Affairs, 2108 Mitchell Bldg. Applications must be returned no later than Sept. 23, 1988.

Job Referral Service Helps Fill Vacancies

The Job Referral Service can save time, money and frustration by referring interested and qualified students to departments with job vacancies. The service is free. Call 454-2821. A job announcement of your vacancy will be forwarded to appropriate campus departments and will be posted where students can see them.

Agencies May Participate in Public Opinion Poll

The UM Survey Research Center conducts a statewide public opinion poll—the Maryland Poll—twice each year. For the past two years, the center has offered state departments and agencies the opportunity to participate in this poll by including one or more questions about policy. This fall the center is again offering agencies the opportunity to participate. Interested agencies should contact Sue Dowden, acting director, at 454-6800.